

Message Text

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PAGE 01 DAKAR 06934 191127Z

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ACTION AF-10

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R 191045Z DEC 74

FM AMEMBASSY DAKAR

TO USDOC/WASHDC

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UNCLAS DAKAR 6934

EO 11652: NA

TAGS: BEXP, SG

SUBJ: PRELIMINARY FINAL REPORT-DAKAR CPF

USDOC FOR RYNO, COSIMI, THOMAS, RYDLUN

1. DAKAR INT'L FAIR, NOV 28-DEC15
2. TOTAL VISITORS: UNKNOWN, ESTIMATE 600,000
3. TRADE VISITORS: UNKNOWN
4. COMPANIES PARTICIPATING: 11
- A. OTM:8
- NTM:3
- NTE:0

5. PARTICIPANTS REPORTS RECEIVED:

- A. OTM 3
- B. NTM 3

6. TOTAL OFF FLOOR SALES:

- A. OTM 7,500
- B. NTM 42,000

7. TWELVE MONTH PROJECTION

- A. OTM 285,000
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PAGE 02 DAKAR 06934 191127Z

- B. NTM 160,000

8. FIRMS SEEKING REPRESENTATION: 3

9 REPS APPOINTED: 2

OTHER COMPANY DETERMINED MARKET NOT SUFFICIENT TO JUSTIFY REPRESENTATION OF SUCH SPECIALIZED EQUIPMENT. THEY WILL CONTINUE TO SERVICE AREA FROM PARIS.

10 SUCCESS STORIES:

A. KOHLER INTERNATIONAL LTD, FROM KOHLER WISCONSIN 53044, A NTM FIRM, APPOINTED SENEGAL AGRICOLE MATERIEL, KM 7, ROUTE DE RUFISQUE (BP 229), DAKAR, AS THEIR AGENT FOR ENGINES, GENERATORS AND PUMPS. THEY ALSO REPORTED NEW PENETRATION INTO MAURITANIA, GAMBIA, MALI, GABON AND UPPER VOLTA MARKETS AS WELL AS \$12,000 OFF THE FLOOR SALES AND A \$35,000 PROJECTION FOR THE NEXT 12 MOS. CLEARED FOR PUBLICATION.

B. FAME FABRICS INC. 261 FIFTH AVE, NEW YORK 10016 ACCOMPLISHED ITS TWO PRIMARY OBJECTIVES NAMELY IMMEDIATE SALES AND APPOINTING AN AGENT. THEY REPORTED \$30,000 OFF THE FLOOR SALES AND PROJECTED \$75,000 FOR THE NEXT 12 MONTHS. (NOT FOR PUBLICATION). THEY APPOINTED HANS A.BIRMANN, 42, RUE VICTOR HUGO, DAKAR AS THEIR AGENT FOR DRAPERY FABRICS.THEY ALSO PENETRATED NIGERIA, IVORY COAST AND THE CONGO FOR THE FIRST TIME. (NOT FOR PUBLICATION). RON GUTTERSON, EXPORT MANAGER COMMENTED: "THE FAIR ENABLED FAME FABRICS INC. TO ACHIEVE OUR OBJECTIVES: SELL FABRICS IN AFRICA AND GAIN EXPOSURE TO THOSE INTERESTED IN PROMOTING OUR LINE IN COUNTRIES ADJACENT TO SENEGAL..." AGGREY

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